

CLAIMS

1. Flexible packaging (10) comprising a body (22) which has, at the outer side, at least one main face (26) which is formed at least partially by a flexible sheet (12), characterised in that it comprises a reclosing strip (43) which is separate from the flexible sheet (12) and an adhesive (44) which can be reactivated by means of pressure and which is interposed between the outer surface of the flexible sheet (12) and the reclosing strip (43), the adhesive strength of the adhesive (44) to the surface of the reclosing strip (43) being greater than the adhesive strength of the adhesive (44) to the outer surface of the packaging sheet (12), the reclosing strip (43) and the packaging sheet (12) having identical structural features and being taken from the same initial strip.

2. Packaging according to claim 1, characterised in that the flexible sheet is folded over on itself and the two opposing edges of the folded strip are connected by means of a longitudinal welded seam (14), the folded sheet being initially closed at the two ends (16, 18) thereof, and in that the reclosing strip (43) extends parallel with the longitudinal welded seam (14).

3. Packaging according to either of the preceding claims, characterised in that the adhesive which can be reactivated by means of pressure is an adhesive selected from the group consisting of a "hot melt", a cold adhesively-bonding agent and a double-sided adhesive tape.

4. Packaging according to any one of the preceding claims, characterised in that the packaging sheet (12) is covered

over the outer surface thereof, at least in the region in which the adhesive (44) is applied, with a repellent layer which is interposed between the packaging sheet and the adhesive (44) and which is capable of limiting the adhesion of the adhesive (44) to the surface of the packaging sheet (12).

5. Packaging according to any one of the preceding claims, characterised in that the adhesive (44) extends only in the central region of the reclosing strip (43), the edges of the reclosing strip (43) having no adhesive.

6. Packaging according to any one of the preceding claims, characterised in that the reclosing strip (103) comprises at least two superimposed strips (43) which are connected to each other, at least locally, the two strips having structural features identical to those of the packaging sheet (12).

7. Packaging according to any one of the preceding claims, characterised in that it has, at one end, at least one transverse welded seam (16, 18), and in that the packaging sheet (12) is covered over the outer surface thereof, at least in a region in which the reclosing strip (43) overlaps a transverse welded seam (16, 18), with a layer which prevents welding and which is interposed between the packaging sheet and the adhesive (44) and which is capable of preventing the reclosing strip (43) from being welded to the surface of the packaging sheet (12).

8. Packaging method for producing a packaging according to any one of the preceding claims, characterised in that it comprises the steps consisting in:

- cutting a peripheral region of an initial strip in order to form a reclosing strip (70) and a packaging strip (68);
- pressing the reclosing strip (70) against a surface of the packaging strip (68), with an adhesive which can be reactivated by means of pressure being interposed; and
- shaping the packaging by shaping a portion of the packaging strip (68), on which the reclosing strip (70) is retained.

9. Method according to claim 8, characterised in that it comprises, before the cutting step, a step for applying the adhesive in a peripheral region of the initial strip (50) which is intended to form the reclosing strip (70).